Claims 1-14 (previously canceled)

15.   (currently amended) In a computer, a method of transmitting an electronic message to an Internet client based on geographical information of the Internet client, said computer being controllably connected to said Internet, comprising:

connecting said computer to the Internet;

connecting said computer to a web server, said web server being accessible by a plurality of visitors;

detecting an IP address for each of said visitors to said web server, as each visitor is connecting to said web server;

for each IP address detected, determining if any attribute of geographical information is provided by said visitor to said web server through at least one geographically-oriented applet, and if so, retrieving said attribute from said web server, wherein said applet collects geographical information submitted from said visitor when said applet is activated by said visitor;

transforming said attribute to latitude/longitude coordinates for each attribute retrieved;

generating a lookup table by correlating the IP addresses detected with the retrieved attributes and latitude/longitude coordinates;

mining information in the lookup table to resolve multiple entry conflicts and to extract a most likely position for any IP address by constructing a polygon;

detecting an IP address from a new Internet client to be targeted, when said new Internet client is connected to said web server, said new Internet client's geographical location being unknown to said web server;

approximating a geographical location of said new Internet client by comparing said IP address with said lookup table;

transmitting a predetermined message to said new Internet client through said Internet, said predetermined message being related to said geographical location of said Internet client.

16. (currently amended) The method according to claim 15, wherein transmitting said predetermined message is accomplished by ~~connecting said computer~~ transmitting said predetermined message sponsored by ~~to a web server of~~ a third party within a predetermined geographical distance from the new Internet client's geographical location.

17. (Previously added) The method according to claim 15, further comprising:
        transmitting a secondary message to the Internet client when the Internet client responds to the predetermined message.

18. (currently amended) The method according to claim 15, wherein retrieving said attribute~~s~~ from said ~~visitors~~ web server is accomplished by deploying at least one geographically oriented applet which will collect the ~~visitors'~~ an attribute of the visitor's geographical information upon invoking the applet~~s~~, and by receiving the attribute from the visitor who responds to the applets.

19. (Previously added) The method according to claim 15, wherein generating said lookup table is accomplished by correlating the following entries of data:
        IP addresses;
        physical addresses;
        zip codes;
        latitude and longitude coordinates;
        Local time;
        Confidence Level and
        Map view extent.

20. (Previously added) The method according to claim 15, further comprising deriving said Internet client's demographic information from said geographic location.

21. (currently amended) The method according to claim 15, wherein the Internet client is identified by a unique string, in which case his/her geographic location can

be immediately ~~looked up~~ approximated from the lookup table based on the unique string.

22. (currently amended) In a computer, a method of transmitting a geographically-based electronic message to an Internet client of a web site server, the method comprising:

      providing a database correlating IP addresses with geographical information, said geographical information having been collected from users of geographically-oriented applets;

      connecting said computer to said web site server;

      obtaining a generic messaging space from said web site server;

      detecting an IP address of said Internet client when said Internet client visits said web site server, said Internet client's geographical location being ~~unknown~~ not immediately known to said web site server;

      ~~approximating~~ deriving an approximated geographical location of said Internet client based on one of said IP address and a stored cookie, ~~using~~ by comparing with the correlated IP addresses in said database;

      transmitting a first electronic message to said Internet client through said web site server, wherein said first message is related to said Internet client's approximated geographical location after ~~approximating~~ deriving.

23. (Previously added) The method according to claim 22, further comprising transmitting a secondary message to the Internet client after the Internet client responds to the first message, wherein the secondary message is one of the following:

      an electronic version of a coupon, an electronic version of a document, or an electronic version of a map.

24. (currently amended) In a computer, a method of transmitting targeted information through the Internet to a new Internet target client of a web server, comprising:

connecting said computer to the Internet;

connecting said computer to a plurality of web servers through the Internet;

receiving IP addresses of a plurality of visitors to said plurality of web servers from said web servers, as said visitors connect to said web servers;

determining if said visitors provide attributes of geographical information to said web servers through geographically-oriented applets, and if so, retrieving said attributes from said web servers, wherein said applets collect geographical information submitted from said visitors when they are activated by said visitors on the web servers;

geocoding each of the retrieved attributes to approximate location information for each of the retrieved attributes;

generating a look-up table substantially correlating the IP addresses to the location information;

receiving an IP address of a new Internet target client when said Internet target client is connected to a web server, said new Internet target client's location information being unknown to said web server;

approximating location information for said new Internet target client by comparing the IP address with said look-up table;

retrieving an electronic target information relating to the approximated location information;

transmitting said electronic target information to said Internet target client while said Internet target client is connecting to the web server.

25. (currently amended) The method according to claim 24, wherein approximating location information is accomplished by ~~interpolating~~ extrapolating.

26. (currently amended) The method according to claim 24, wherein retrieving an electronic target information comprises:

transmitting, in real-time, said location information regarding that Internet target client to at least one advertising sources connected to said computer through the Internet and requesting said advertising sources to transmit a price in return;

upon receiving the highest price from one source, transmitting a targeting information from that source to said Internet target client.

27. (currently amended) The method according to claim 17, wherein transmitting said secondary message comprises transmitting one of:

an electronic message representative of a coupon for money off from ~~the~~ a third party;

an electronic message representative of a document offered by ~~the~~ a third party;

an electronic mail to be sent to ~~the~~ a third party.